



**PUBLICIS  
HEALTH**

Publicis Health UK  
**Gender Pay Gap**  
2018

## Message from Philip Chin, President, Publicis Health UK & France



Publicis Health is committed to championing all aspects of diversity and inclusion. In addition to being the right thing to do, effective diversity and inclusion programmes make real and positive differences for our people and the performance of our businesses.

The benefits of achieving gender equity—both in pay and representation in the workplace—is well documented and having a diverse, inclusive culture means creating an environment where people can be free to bring their authentic selves to work. Understanding and improving our gender pay gap through a better gender balance is a priority business imperative that leadership and people managers throughout our organisation must focus on.

### The Gender Pay Gap Explanation and Results

The gender pay gap is the difference in average pay between men and women in an organisation. The Publicis Health Gender Pay Gap for 2018 is 23.5%.

The gender pay gap is different from Equal Pay, which is defined as “the right for men and women to be paid the same when doing the same, or equivalent, work.” (Equality Act, 2010)

The following has been calculated using the Government guideline calculations to determine our Gender Pay Gap for 2018.

	Pay Gap	Bonus Gap
<b>Mean</b>	23.5%	-51.5%
<b>Median</b>	23.2%	0%

% Male/Female	Male	Female
<b>Upper</b>	48.6%	51.4%
<b>Upper Middle</b>	44.3%	55.7%
<b>Lower Middle</b>	17.1%	82.9%
<b>Lower</b>	28.2%	71.8%

Bonus	Male	Female
<b>% received</b>	41.2%	33.7%

## What do these gender pay gap measures tell us?

- We need to think beyond the gender pay gap: Our journey is toward gender parity and we will continue to take positive steps forward toward this goal
- Women thrive in Publicis Health: We have significantly more women than men across our organisation as a whole and more women represented in leadership roles
- We need to focus more on recruitment of men into early career roles, as evidenced by the lower percentage of men in the lower middle and lower pay quartiles

## Our commitment to diversity and inclusion—achieving gender parity

To achieve gender parity at Publicis Health, we will focus on three key strategies as follows:

### TRANSPARENCY

- Regularly share data, analysis and insights into employee experience and the “reality” of working within the Groupe
- Communicate our reward approach and how we map our roles to industry benchmarks and Groupe bandings
- Train our people managers to hold meaningful and open reward conversations
- Ask candidates to tell us about their total reward expectations and not about their current salary during the recruitment process to avoid perpetuating gender pay differentials

### FLEXIBILITY

- Be open to exploring new recruitment sources to find and attract more diverse talent, shifting the composition of our people to be more diverse
- Align to Publicis Groupe UK flexible working approach, ensure it is accessible to all and applied consistently across the business
- Advertise all new roles with a flexible working option

### EDUCATION

- Learn from our people and develop an inclusive culture through forums such as our Diversity & Inclusion Working Group
- We are rolling out a programme of unconscious bias training across our business
- Improve our returner experience through increased education and support for returners and their people managers
- Ensure maximum involvement and advocacy from Publicis Groupe Business Resource Groups, including VivaWomen! and Égalité

## Publicis Groupe vision

### Annette King, CEO, Publicis Groupe UK

“Talent is at the heart of everything we do at Publicis Groupe UK and we are committed in our ambition to being a company that provides equal, accessible opportunities for everyone.

I am proud that we have deployed a series of ambitious programmes across our UK agencies to help achieve a better balance of gender at senior levels. Although these are relatively new, we are already seeing progress in some areas. The simple truth is that we are on a journey, there will always be room for improvement and it’s essential we talk, review and redress how we are going to embrace a better and more transformative workplace.

Over the last year, we have welcomed more female leaders across Publicis Groupe UK; Jo Coombs (COO, Publicis Groupe UK), Anna Campbell (CGO, Publicis Groupe UK), Paula Cunnington (CTO, Publicis Groupe UK) and Emma de la Fosse (CCO, Digitas) who join our ever-growing pool of senior female talent including Sue Frogley (CEO, Publicis Media), Kate Stanners (Chairwoman and Global CCO, Saatchi & Saatchi), Fura Johannesdottir (ECD, Publicis Sapient), Chaka Sobhani (CCO, Leo Burnett London), Larissa Vince (Managing Director, Saatchi & Saatchi London), Natalie Cummins (CEO, Zenith UK), Karen Martin (Managing Director, BBH) and Dani Bassill (CEO, Digitas).

Globally, our supervisory board is made up of equal numbers of women and men. Our Diversity & Inclusion initiatives, led by Anne-Gabrielle Heilbronner of the Directoire and Groupe Secretary General, are an everyday priority for Publicis Groupe and our agencies. These initiatives, including VivaWomen!, LGBT movement Égalité, and the Women’s Forum actively push diversity and inclusion across many platforms.”



Annette King, CEO  
Publicis Groupe UK